



## Earth Day Celebration At the Virginia Living Museum Newport News, Virginia April 16, 2011

"The Virginia Living Museum celebrates Earth Day with special enrichment activities for its animals, environmental exhibitors and vendors to demonstrate ways to reduce, reuse and recycle waste, plus permanent exhibits that demonstrate green building and gardening techniques. There will also be crafts for kids, eco-friendly give-aways and thousands of native plants for sale.

The Virginia Living Museum is a Virginia Green facility. The Earth Day celebration is designed to show museum visitors ways to help the environment by reducing, reusing, and recycling waste and ways to build and garden green."



**Green Statement:** "As part of the event's message of environmental stewardship, the Virginia Living Museum's own actions will serve as an example of positive environmental behavior."

### CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
  - Glass bottles, aluminum cans, plastic bottles, paper, and cardboard
  - Batteries, sneakers, cosmetic cases, and juice pouches are also collected from visitors for recycling
- ☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:
  - No food or drinks will be served at this event; however, the on-site café does use food service items made with recycle content
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:
  - Use electronic registration, correspondence and forms

- Print brochures and other printed items on recycled content paper

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Track overall solid waste costs

*Food service*

- Use non-bleached napkins and coffee filters
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and serve trays/platters of food instead

*Restrooms*

- Purchase recycled-content paper-towels and toilet paper

*Logistics*

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)



☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Have signs at the event registration which list all of its green activities

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For more information on the Earth Day Celebration at the Virginia Living Museum, see [www.thevlm.org](http://www.thevlm.org) or contact Jennifer Turlington at [rentals@thevlm.org](mailto:rentals@thevlm.org) or 757-534-7402.

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established "core activities" for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen) or [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

